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From: Heather Kulin

ATTN: Commissioner for Patents re 09/696,193 (9609-0003)

Message: App. No.: 09/696,193  
Filed: 10-26-2000  
Pat. No.: 7,464,053  
Issued: 12-09-2008

Please record the attached **Power of Attorney** at your earliest convenience.

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PATENT APPLICATION  
Docket No. 9609-0003

**TRANSMITTAL LETTER – POWER OF ATTORNEY**

Application No.: 09/696,193 Patent No.: 7,464,053  
Filing Date: 10-26-2000 Issue Date: 12-09-2008  
Title: BUYER-DRIVEN PURCHASING LOYALTY SYSTEM AND  
METHOD USING AN ELECTRONIC NETWORK  
Date: June 11, 2012

COMMISSIONER FOR PATENTS  
VIA FAX 571-273-8300

TOTAL PAGES (including this cover sheet): 4

Attached are:

- ☒ Power of Attorney to Prosecute Applications Before the PTO
- ☒ Declaration Regarding Authority to Sign on Behalf of a Legal Entity
- ☒ Statement Under 37 CFR 3.73b

Respectfully submitted,

STOLOWITZ FORD COWGER LLP

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